

## **REMARKS**

Claims 1-15 are pending in the application, of which claims 1 and 13-15 are independent. Claims 1 and 13-15 have been amended. No new matter is presented. Reconsideration and further examination are respectfully requested.

Claims 1, 2, 6-8 and 10-15 were rejected under 35 U.S.C. § 103(a) as being unpatentable over U.S. Patent No. 6,662,194 (Joao) in view of U.S. Patent No. 7,212,985 (Sciuk). Claims 3-5 were rejected under 35 § U.S.C. § 103(a) as being unpatentable over Joao in view of Sciuk and further in view of U.S. Patent No. 6,968,513 (Rinebold). Claim 9 was rejected under 35 U.S.C. § 103(a) as being unpatentable over Joao in view of Sciuk and further in view of U.S. Patent No. 6,868,389 (Wilkins). Reconsideration and withdrawal of the rejections are respectfully requested for at least the following reasons.

According to the method recited in claim 1, inquiry data is received, the inquiry data is related to an inquiry of a user with a listing service about a listing posted by an entity other than the user. A user's lead is created in response to the user's inquiry using the received inquiry data, the user's lead is to be pursued by the user that makes the inquiry with the listing service. The user's lead is stored as a lead record in a database. Using information from the lead record, an action record is created each time an action to be taken in furtherance of the user's lead is identified, and the action record is stored in the database. The lead and action records comprise information to provide the user with a status of the user's lead. A user interface is communicated to the user that comprises information from the lead and action records and information related to the user's lead received from one or more ancillary services.

Joao is understood to disclose an apparatus and method for providing job searching services, recruitment services and/or recruitment-related services for respective individuals, employees, independent contractors, freelancers, employers and/or hiring entities. The Office Action concedes that Joao fails to teach, suggest or disclose creating an action record using information from the user's lead each time an action to be taken in furtherance of the user's lead is identified, storing the action record in the database, the action record comprising information to provide the user with a status of the user's lead, and communicating a user interface accessible by the user that visibly displays information from the lead record, action record, and information related to the user's lead received from one or more ancillary services, as claimed in amended independent claim 1.

The Office Action relies on Sciuk to cure the deficiencies of Joao. In particular, the Office Action refers (Pages 4-5) to col. 2, lines 17-20, col. 35, lines 40-45, and col. 1, lines 59-61 of Sciuk as curing the deficiencies of Joao. Sciuk does not cure the deficiencies of Joao.

Sciuk describes a system and method for automatically managing a multi-step process in which human providers are selected for some purpose. Typical applications include the selection process associated with employment and dating services. Sciuk is directed to linking and coordinating the various steps of the selection process through automated sequencing, coordinating, tracking and status reporting processes. Col. 2, lines 17-20 of Sciuk discloses a calendar scheduling system that “facilitates the selection of times for interviews and other meetings between job-seekers and representatives of the prospective employers.” Col. 35, lines 40-45 discloses methods for inputting, maintaining, and outputting personal schedule information such as the time and dates of appointments, meetings and phone calls. Col. 1, lines 59-61 state that services exist that use automation to “help to sequence, coordinate, track and report on the status of the activities involved in the seeking out, matching up and/or selecting of human candidates.”

Applicant respectfully submits that Sciuk does not teach or suggest the above claim elements. In particular, Sciuk does not teach or suggest “creating, by the processor, an action record using information from the user’s lead each time an action to be taken in furtherance of the user’s lead is identified” as claimed in amended independent claim 1. As a non-limiting example, Applicant’s Specification states, in Paragraph [0048], that if the lead relates to a job search, the action types may include, but are not limited to, the following: telephone call, interview, call back interview, follow-up, offer extended, and offer accepted/declined. Paragraph [0070] of Applicant’s Specification further states that the action record “stores information about the action (e.g., the job the action relates to, the date, a summary of the action, the contact associated with the action, notes, etc.).” Sciuk does not disclose an action record created using information from the user’s lead each time an action to be taken in furtherance of the user’s lead is identified. Sciuk describes a calendar system that can maintain personal schedule information that is input into the calendar system by Sciuk’s user (e.g., staff member) (see, e.g., Sciuk, col. 35, lines 45-50), but Sciuk’s calendar system does not create an action record using information from a user’s lead each time an action to be taken in furtherance of the user’s lead is identified, as claimed in independent claim 1.

Amended independent claim 1 also recites, in part:

communicating a user interface accessible by the user that visibly displays information from the lead record, action record, and information related to the user's lead received from one or more ancillary services.

The Office Action states that Sciuk discloses this claim element at col. 35, lines 40-41. Col. 35, lines 40-41 of Sciuk state that its calendar system can use computer screens to output personal schedule information such as the time and dates of appointments, meetings, and phone calls. Applicant respectfully submits that Sciuk's outputting of personal schedule information is not the same as communicating a user interface that visibly displays information from a lead record, an action record, and information related to the user's lead received from one or more ancillary services, as claimed. Sciuk's outputting of personal schedule information is not information from a lead record, an action record, and information related to a user's lead received from one or more ancillary services, as recited in independent claim 1.

As a result, independent claim 1, and the claims that depend from independent claim 1, are allowable over Joao, either alone or in combination with Sciuk and/or any other art of record. Further, independent claims 13-15 are also allowable over Joao, alone or in combination with Sciuk and/or any other art of record, for the reasons presented above.

Claims 3-5 were rejected under 35 § U.S.C. § 103(a) as being unpatentable over Joao in view of Sciuk and further in view of U.S. Patent No. 6,968,513 (Rinebold). Claim 9 was rejected under 35 U.S.C. § 103(a) as being unpatentable over Joao in view of Sciuk and further in view of U.S. Patent No. 6,868,389 (Wilkins). Rinebold and Wilkins each fail to teach, suggest or disclose at least the same elements not taught, suggested or disclosed by Joao.

Rinebold discloses an online interactive system comprising a business referral and income generation system linked to one or more listed web sites of businesses in a particular locality or geographical area. Wilkins describes the identification of individuals that are financially capable of making, or ready to make, a purchase for direct sales and marketing organization as "intender leads." Wilkins focuses on leads for direct sales and marketing organizations.

Neither Rinebold nor Wilkins teaches, suggests or discloses creating an action record using information from the user's lead each time an action to be taken in furtherance of the user's lead is identified, storing the action record in the database, and communicating a user

interface accessible by the user that visibly displays information from the lead record, action record, and information related to the user's lead received from one or more ancillary services, as claimed in independent claim 1. As a result, Joao, alone or in combination with Rinebold and alone or in combination with Wilkins, cannot form the basis of a proper § 103(a) rejection.

For at least the foregoing reasons, claim 1 and the claims that depend from claim 1 are believed to be in condition for allowance. In addition, for at least the same reasons, claims 13-15 are believed to be in condition for allowance. In view of the foregoing, the entire application is believed to be in condition for allowance, and such action is respectfully requested at the Examiner's earliest convenience.

The Applicant respectfully requests that a timely Notice of Allowance be issued in this case. Should matters remain which the Examiner believes could be resolved in an interview, the Examiner is requested to telephone the Applicant's representative. The Applicants' attorney may be reached by telephone at 212-801-6729. All correspondence should continue to be directed to the address given below, which is the address associated with Customer Number 76058.

The Commissioner is hereby authorized to charge any required fee in connection with the submission of this paper, any additional fees which may be required, now or in the future, or credit any overpayment to Account No. 50-1561. Please ensure that the Attorney Docket Number is referenced when charging any payments or credits for this case.

Respectfully submitted,

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